

Market Research Questions To Ask Your Market

These can be adapted to work for your business' offerings. These should help stimulate further questions.

- 1.) Do you currently use this type of product?
- 2.) What brands do you currently use of this product?
- 3.) Where do you obtain the product/service? Location Specific, not just name of the business)
- 4.) How much do you pay for it?
- 5.) How often do you buy it?
- 6.) How much would you pay for it?
- 7.) Where would you like to shop for it?
- 8.) How would you improve it?
- 9.) Would you buy our product or service? (Get a feeling if there would be demand for the product?)
- 10.) What would be the product's closest competitor?
- 11.) Compare our product to the competitors?

Best Practices for Surveys

<http://www.marketingprofs.com/articles/2014/24219/six-tips-for-creating-an-effective-online-customer-survey>

<http://blog.hubspot.com/blog/tabid/6307/bid/34145/How-to-Design-a-Marketing-Survey-That-Yields-Legitimate-Results.aspx>

<http://survey.cvent.com/blog/best-practices-for-conducting-surveys/top-20-consumer-market-research-questions>